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BE MODERN IN 1960
Sell Modern Lawn Seed Mixtures
SEED MARKET QUOTATIONS



Vaughan's Seed Co.
18 DESBROSSES STREET
NEW YORK 13, N. Y.
Master Blend
With Merion Blue,
Delta Blue and Penn Lawn Fescue

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BULK RATE
U. S. POSTAGE
PAID
New York, N. Y.
Permit No. 15248

Jan. 14, 1960

Recleaned Bird Seeds and Grain

See Pages 2 and 3 For Grasses, Clovers, Field Seeds and Lawn Mixtures
Following Prices F.O.B. Our Warehouse, New York, Gross for Net. Bag Lots, Less than Bags
at Slightly Higher Price

| | Per 100 lbs. | | Per 100 lbs. | | Per 100 lbs. |
|--|-----------------|--------------------------------------|-----------------|--|-----------------|
| SUNFLOWER | | MIXED BIRD SEED | | MISCELLANEOUS GRAINS | |
| Sunflower, Small Black (Domestic) | 11.50 | Mixed Canary Seed, containing: | | Buckwheat | Ask |
| Sunflower, Poultry (Grey Striped) | 13.00 | Canary, Black Rape and Millet | 12.00 | Hulled Oats | 7.50 |
| Sunflower, Parrot (Grey Striped) | 15.00 | Canary and Black Rape Mixed... .. | 12.50 | Flax, Whole | 12.00 |
| Sunflower, Large (Grey Striped)... .. | 18.00 | Love Bird Seed (for Parakeets)... .. | 10.00 | Seed Rye | 5.50 |
| BIRD SEED | | OTHER BIRD FOOD INGREDIENTS | | VAUGHAN'S WILD BIRD SEED (Duryea Formula) | |
| Canary Seed (Extra recleaned)..... | 10.50 | Hemp, extra recleaned | | Contains All Bird Seeds - No Fillers or Screenings | |
| Rape, Large Black | 11.00 | (Sterilized) | 17.00 | A—Packed in 100 lb. bags | 7.50 |
| Millet, Large Yellow | 5.75 | Peas, Field | 6.00 | B—Packed in 100 lb. bags | 8.00 |
| Millet, Small Yellow Finch | 8.00 | Milo Maize | 4.50 | (B includes 20 empty 5 lb. printed paper bags) | |
| Millet, Large Red | 6.00 | Peanut Hearts | 13.00 | C—Packed 20-5 lb. bags | 9.00 |
| Millet, White Proso | 5.75 | | | When ordering Wild Bird Seed be sure to specify whether you desire A, B, or C method of packing. | |

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WAlker 5-4555 or BArclay 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

Phone BArclay 7-4900

New York 13, N. Y.

January 14, 1960

(1)

Vaughan's MASTER BLEND Merion Formula

Once again, Vaughan's offers the finest all-around lawn grass formula ever developed . . . a blend including three new, improved grasses selected as Champions by National Turf Research.

The result is a beautiful lawn . . . a tough lawn . . . a lawn which rolls out a green carpet under more different conditions of soil and climate and shade. No wonder Vaughan's Master Blend Merion Formula is creating a sensation from coast to coast!

MERION FORMULA—100% PERENNIAL GRASSES

Contains over 1,000,000 seeds of pure Merion strain of Kentucky Blue Grass, plus Delta Kentucky Blue Grass, plus Pennlawn Creeping Red Fescue and Red Top. Costs less because it goes farther.

| Retail | Packed | Cost | Retail | Packed | Cost |
|-----------------------------|-----------------------|---------|--------------------------------|-----------------------|---------|
| 1 lb. ctns. \$ 1.98 | Case 25/1 lb. | \$30.00 | 25 lb. bag \$ 46.00 | Bag 1/25 lb. | \$28.00 |
| 3 lb. ctns. 5.90 | Case 16/3 lb. | 56.16 | 50 lb. bag 90.00 | Bag 1/50 lb. | 55.50 |
| 5 lb. bag 9.65 | Bale 10/5 lb. | 57.50 | 100 lb. bag 178.00 | Bag 1/100 lb. | 110.00 |
| 10 lb. bag 18.80 | Bale 2/10 lb. | 22.60 | Broken Cases 5c per lb. higher | | |

MERION STRAIGHT

| Retail | Packed | Cost | Retail | Packed | Cost |
|-----------------------------|-----------------------|---------|--------------------------------|-----------------------|---------|
| 1 lb. ctns. \$ 2.29 | Case 25/1 lb. | \$40.00 | 25 lb. bag \$ 55.00 | Bag 1/25 lb. | \$36.75 |
| 3 lb. ctns. 6.85 | Case 16/3 lb. | 74.40 | 50 lb. bag 108.50 | Bag 1/50 lb. | 73.00 |
| 5 lb. bag 11.25 | Bale 10/5 lb. | 76.00 | 100 lb. bag 210.00 | Bag 1/100 lb. | 145.00 |
| 10 lb. bag 22.50 | Bale 2/10 lb. | 30.00 | Broken Cases 5c per lb. higher | | |

OTHER Vaughan's MIXTURES FOR SPRING 1960

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.



VAUGHAN'S PARKS FORMULA

NOW CONTAINS MERION AND DELTA BLUE GRASS, THE NEW BLUE GRASS DEVELOPED FOR SEEDING VIGOR AND BETTER LAWNS
USE 1 LB. TO 250 SQ. FT.

| | |
|---|------------------------|
| 1 lb. cartons . . . (Retail \$1.45) . . . | \$21.50 per case of 25 |
| 3 lb. cartons . . . (Retail \$4.30) . . . | \$40.32 per case of 16 |
| 5 lb. bags (Retail \$7.10) . . . | \$41.00 per bale of 10 |

Per 100 lbs.

| | |
|----------------------------------|----------------------------|
| 10 and 15 lb. bags . . . \$81.00 | 100 lb. lots . . . \$78.00 |
| 50 and 25 lb. bags . . . \$80.00 | 500 lb. lots . . . \$77.00 |

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

USE 1 LB. TO 250 SQ. FT.

Especially adapted for medium shade and sandy soils.

Contains Pennlawn Creeping Red Fescue, Delta Kentucky Blue Grass, and other permanent grasses

| | |
|--|------------------------|
| 1 lb. cartons (Retail \$ 1.25) . . . | \$18.50 per case of 25 |
| 3 lb. cartons (Retail \$ 3.70) . . . | \$34.56 per case of 16 |
| 5 lb. bags (Retail \$ 6.10) . . . | \$35.00 per bale of 10 |

Per 100 lbs.

| | |
|--------------------------------------|--------------------------------|
| 10 and 15 lb. bags \$69.00 | 100 lb. lots \$66.00 |
| 50 and 25 lb. bags \$68.00 | 500 lb. lots \$65.00 |

VAUGHAN'S DENSE SHADE FORMULA

USE 1 LB. TO 250 SQ. FT.

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade. Includes Pennlawn Creeping Red Fescue.

| | |
|--|------------------------|
| 1 lb. cartons (Retail \$ 1.25) . . . | \$18.50 per case of 25 |
| 3 lb. cartons (Retail \$ 3.70) . . . | \$34.56 per case of 16 |
| 5 lb. bags (Retail \$ 6.10) . . . | \$35.00 per bale of 10 |

Per 100 lbs.

| | |
|--------------------------------------|--------------------------------|
| 10 and 15 lb. bags \$69.00 | 100 lb. lots \$66.00 |
| 50 and 25 lb. bags \$68.00 | 500 lb. lots \$65.00 |

VAUGHAN'S PRIVATE ESTATE

Now Contains Merion Ky. Bluegrass — It Stays Green

This is a top quality lawn seed mixture of permanent fine-bladed grasses.

| Retail Prices | Dealer Price |
|--------------------------------------|-----------------------------------|
| 1 lb. \$ 1.75 | \$26.25 per case of 25 |
| 3 lbs. 5.20 | 49.60 per case of 16 |
| 5 lbs. 8.50 | 50.00 per case of 10 |
| Per 100 lbs. | |
| 10 and 25 lb. bags \$97.00 | 50 and 100 bags \$95.00 |

VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. All of higher qualities than standards. With Red Top instead of Bent.

| Retail Prices | Dealer Price |
|-----------------------|--------------------------------|
| 1 lb. \$ 1.15 | \$16.25 per case of 25 |
| 5 lbs. 5.50 | 30.00 per bale of 10 |
| 25 lbs. 25.00 | lots of 2 or more \$14.50 each |
| | \$50.00 per 100 lbs. |



VAUGHAN'S VALU-BLEND LAWN MIXTURE (Formerly "Excel")

| | |
|---|------------------------------------|
| 1 lb. cartons . . . (Retail \$.90) . . . | \$13.50 per case of 25 |
| 3 lb. cartons . . . (Retail \$2.65) . . . | \$24.96 per case of 16 |
| 5 lb. bags (Retail \$4.35) . . . | \$25.00 per bale of 10 |
| 25 lb. bags . . . \$4.48 per lb. | 100 lbs. \$46.00 500 lbs. \$225.00 |

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

BE MODERN! Sell Modern Lawn Seed Mixtures

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

18 DESBROSSES STREET, NEW YORK 13, N. Y.

January 14, 1960

PHONE

Walker 5-4555

BARclay 7-4900 Ext. 2

We quote today's values, subject to market changes, f.o.b. warehouse New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight. All orders are accepted with the understanding that prices in effect at that time will prevail.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See other pages for additional grass and bird seeds.

RED CLOVER Per 100 lbs.
Medium, purity 99% 40.00

ALSIKE CLOVER
Extra Fancy, purity 99% 31.00

ALFALFA
Northern, purity 99% 40.00
Ranger Alfalfa (certified) 43.00
Vernal (certified) 62.00

WHITE CLOVER
Extra Fancy 65.00
Packed in 1 lb. carton \$9.60 per dozen.
Packed in 1/2 lb. bags, \$5.50 per dozen.
Ladino White Clover (certified) 80.00
New Zealand White Clover 75.00
in 1 lb. boxes \$11.40 Dozen
in 1/2 lb. bags 6.50 Dozen
Kent Wild White Clover 85.00

OTHER CLOVERS
Sweet Clover 19.00
Birdfoot Trefoil Imported Ask
Empire Birdfoot Trefoil Ask
Inoculation for Clovers and Alfalfa
35c Bus. Size (Case Lots)

TIMOTHY
Fancy, purity 99.65% 18.00

REDTOP
Solid Seed, purity 92% 44.00
Solid Seed, purity 95% 46.00
Solid Seed, purity 98% 50.00

BLUE GRASS
Kentucky, fancy, purity 85% 54.00
in 1 lb. boxes 69.00
Kentucky, extra fancy,
purity 90% 59.00
Kentucky, superfine, purity 98% 65.00
in 1 lb. boxes 80.00
Canada Blue, fancy 85.00
Merion Kentucky Blue 145.00
Delta Kentucky Blue 70.00
Arboretum Kentucky Blue 85.00

ROUGH BLUE GRASS
Poa Trivialis 90% 45.00
Poa Trivialis 95% 47.00

RYE GRASSES Per 100 lbs.
Common Ryegrass 10.00
Italian Ryegrass (Domestic) 10.00
in 5 lb. bags 14.00
Perennial or English Rye Grass 16.00
in 5 lb. bags 20.00

BENT GRASSES
Astoria Colonial Bent Blue Tag 60.00
in 1 lb. boxes 75.00
Colonial Bent Blue Tag 60.00
Seaside Bent Blue Tag 105.00
in 1 lb. boxes 120.00
Highland Bent Blue Tag 29.00
Mixed Bent (South German) Ask
Penncross Creeping Bent 800.00
Velvet Bent Ask

RED AND TALL FESCUES
Chewing Fescue (Domestic) 38.00
in 1 lb. boxes 53.00
Creeping Red Fescue (Domestic) 40.00
Creeping Red Fescue (Imported) 32.00
Illahee Creeping Red Fescue B.T. 43.00
in 1 lb. boxes 58.00
Penn Lawn Fescue Blue Tag 45.00
in 1 lb. boxes 60.00
Alta Tall Fescue 30.00
Kentucky 31 Tall Fescue 29.00
Sheeps Fescue Ask

HAY GRASSES
Meadow Fescue 38.00
Orchard Grass 32.00
Brome Grass (Lincoln) 30.00

MISCELLANEOUS
Dwarf Essex Rape 12.50
Hairy or Winter Vetch 22.00
Sudan Grass (Piper) 12.50
Bermuda Grass Ask
U-3 Bermuda 1 lb. cans each 3.75

MILLETS
Japanese 9.00

MISCELLANEOUS GRAINS
Seed Buckwheat Ask
Hulled Oats 7.50
Flax, Whole 12.00
Seed Rye 5.50

LAWN MIXTURES Per 100 lbs.
DURYEA FORMULAS
Prepaid on 300 lbs. or over.
Quick Result Mixture
Composed of Quick Growing Grasses
in bulk 18.00
in 5 lb. bags 23.00

Columbia Park
in bulk 23.00
in 5 lb. bags 28.00
Yorkshire Park (Formerly
"Gramercy Park") in bulk 30.00
Duryea's Central Park Choice
in bulk 40.00
in 5 lb. bags 45.00
Old Homestead
in bulk (No Clover) 42.00
Duryea's Evergreen
in bulk 50.00
Duryea's Superior
in bulk 55.00
Shady Spot
fancy, in bulk 42.00
Athletic Mixture 52.00
Duryea's Long Island Mixture
in bulk 45.00
in 5 lb. bags 50.00

GRASS MIXTURES
For Hay and Pasture 35.00

INOCULATION
LEGUME-AID (Powder Form)
1 bu. size Alfalfa and
All Clovers and Trefoil35 each
2 1/2 bush.70 each
2 bu. size Soy Beans26 each
Pkt. Birdsfoot Trefoil20 each

Prices Are For Case Lots

ASK FOR PRICES ON:
LONG ISLAND MIXTURE
MEETS BASIC RECOMMENDATIONS
of the L. I. AGRICULTURAL INSTITUTE

Packed in 5 lb. cotton bags and
100 lb. burlap bags

NEW JERSEY STANDARD MIXTURES
100 lb. burlap bags
Special Mixtures

Somewhat higher prices charged if less than full bags are ordered.

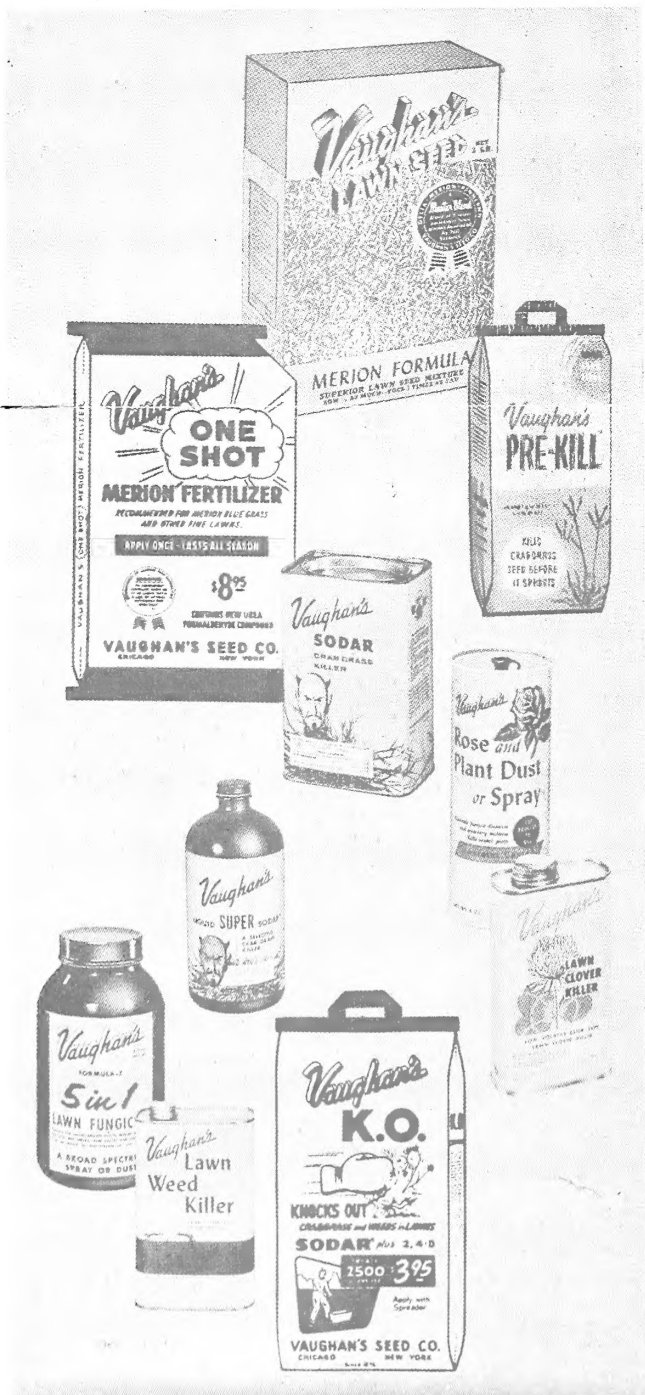
"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."

VAUGHAN'S

BROAD SPECTRUM

LAWN AND GARDEN PRODUCTS

Over the past generation the tremendous growth of home gardening and home lawn care, has produced a new dimension in Vaughan's marketing. And today they are recognized as producers of superior products for lawns and gardens for homes, stadiums, playgrounds, parks, institutions, as well as professional nurseries, florists, growers and farmers.



MULTI-PURPOSE PRODUCTS

Give the dealer small, fast-turning inventories . . . reduce the gardener's expense and storage problems.

FIRST WITH THE NEWEST

Vaughan's offers home gardeners the newest varieties, the latest developments of lawn and garden research.

PROFESSIONAL EXPERIENCE

You benefit from Vaughan's experience as a leading supplier of greenhouses, florists, other professionals.

RESULTS COST LESS

Top quality Vaughan's products go farther, do a better job, actually produce better results for less money.

FULL INFORMATION

Complete information on these products and other Vaughan's specialties appears in our 1960 Dealer Catalogue. Also will be listed in our Early February Circular. Write for "How To Increase Garden Center Profits under Vaughan's Authorized Dealer Program for 1960."